Subject: Re: [EXTERNAL] Multiple Binary Approach
From: "Mark Grimm" ████████████
Received(Date): Mon, 27 Apr 2020 18:43:14 +0000
To: "Shaan Pruden" ████████████
Cc: "Trystan Kosmynka" ████████████>
Date: Mon, 27 Apr 2020 18:43:14 +0000

Shaan and Trystan,

Lori just gave me an unscheduled call. She was far more positive and was trying to pressure her engineering team into finding a way to put the entire streaming stack into each binary. That's the good news. She didn't, however, have a solution to the IAP problem. As a reminder, many of the games that will be part of the Xbox Game Pass service also have IAP offerings in game. So while playing Halo: Master Chief Collection, players can purchase in-game items to enhance their character etc.

As I recall, the outcome of the Phil/Phil meeting was that they were going to take the multiple binary approach back and figure out how to make it work; while we were going to take the IAP problem back and figure something out. Their proposal for IAPs is still that they process all IAPs on their existing system and settle up with us (either in real-time or monthly). ████████████ ███ ███

My take: Microsoft is making some large concessions in their user experience and building unique solutions for iOS. It would be great if we could find a way to show them some light at the end of the tunnel - by suggesting a way to pay us the 30% IAP share without using our IAP API. They're not trying to circumvent *paying us*, they're trying to circumvent a large amount of redundant API work.

I believe I got Lori back on track, but assured her if it was a hard "no", we'd tell them so.

As next steps, I have a previously scheduled call with Steve Cho, from the App Store BD team to get him up to speed on all things xCloud. With both of your permission, I'd like to run this scenario by him and see if he has any suggestions.

One last note: Lori mentioned that Phil Spencer's takeaway from the Phil/Phil meeting was that they should go build on the open web. While that's possible, it's my understanding that Phil Schiller wants us to find a way to make this a native app experience.

Mark Grimm | **Partnership Manager, Games** | ████████████████████████

On Apr 22, 2020, at 10:39 AM, Shaan Pruden ████████████ wrote:

I think we should jump back on a call. Maybe just the three of us. The tee up is that we think

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we're not on the same page after the Phil(s) meeting.

Shaan

> On Apr 21, 2020, at 5:58 PM, Mark Grimm ███████████████████ wrote:
>
> It seems we got very different messages from that meeting. After the Phils met, Lori said, "From the discussion between Phil & Phil, it seemed the conversation focused mostly on IAP, which is a different discussion than the one we've been having on creating separate app binaries for the Game Pass games."
>
> -Mark
>
> On Apr 21, 2020, at 5:27 PM, Trystan Kosmynka <███████████████████ wrote:
>
> This is disappointing. Is it possible that the conversation between Phil and Phil didn't make it to the working group on their side? The sentiment we received from that conversation was that we should continue working on this together and not to give up. Seems like they are doing the exact opposite.
>
> On Apr 21, 2020, at 3:27 PM, Mark Grimm <███████████████████ wrote:
>
> Here's the thread between Lori/me. Let me know if you want me to loop you in.
>
> **Mark Grimm** | **Partnership Manager, Games** | ███████████████████████
>
> Begin forwarded message:
>
> **From:** Mark Grimm <███████████████████
> **Subject: Re: [EXTERNAL] Multiple Binary Approach**
> **Date:** April 21, 2020 at 3:25:41 PM PDT
> **To:** Lori Wright <███████████████
>
> Hey Lori,
> I'm sorry you feel like you've gotten no response. I've responded to every question I'm able to answer and tracked down answers for anything I don't know. I understand you may have to make a decision to discontinue Xcloud streaming on iOS because the current implementation isn't compliant with our guidelines - thanks for the heads up.
>
> Just to make sure we level set one final time:
>
> After myriad conversations internally, the compliant path forward is to submit each game as an individual binary, and to submit the Xbox Game Pass app as a catalog app. Games would be discoverable within XGP, but when a user was playing the game, they would interact within the game itself (not a secondary or tertiary app - as suggested in all four of your proposals).
>
> I understand this may mean you need the streaming stack to be in each binary. It also would

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require metadata maintenance for each title. These are challenges other developers have tackled successfully.

Thanks, as always, for the dialog. I'll let our PR team know about the early May expiration. If your plans change and you choose to become compliant, I'm here to help with submissions, App Review, etc.

Mark Grimm | Partnership Manager, Games | ████████████████████████

On Apr 20, 2020, at 4:02 PM, Lori Wright <████████████████████   wrote:

Hey Mark,

I feel like we've written things up a few times and have gotten no response. Here are the threads detailing the challenges, and our proposed solution—which has not received a response.

Separately, we know that the TestFlight submission is coming up for expiration at the beginning of May and we will officially be out at that point. This will create a news cycle so we're prepping for that. We have tried to avoid any press commentary on this topic but will left with no path other than to give a direct and honest statement that Apple's policies prevent us from bringing xCloud to the App Store. I don't want you to be surprised by this.

Let me know if you have any solutions for how we move forward or if we have reached the impasse.

Thanks,

Lori

From: Mark Grimm ████████████████

Sent: Monday, April 20, 2020 10:51 AM

To: Lori Wright ████████████████

Subject: [EXTERNAL] Re: Multiple Binary Approach

Hi Lori,

Just pinging to see if you can write these up this week. Thanks!

Mark Grimm | Partnership Manager, Games | ███████████████████████

On Apr 14, 2020, at 12:34 PM, Mark Grimm ███████████████████ wrote:

Hey Lori,

I hope you and your family are healthy and safe!

Last we spoke you made it clear you believed the "one binary per game and one catalog app" approach was a bad user experience and prohibitive from an implementation and maintenance perspective. Can you write a few bullets explaining why this approach doesn't work for you? I could likely write these myself (e.g. small updates have to push to every single binary, users have extra actions to switch between games) - but I'm hoping to have a list of issues directly from you. Full transparency, I plan to use these bullets in internal conversations about how our systems and processes could improve. Thanks!

-Mark

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